

## ATTITUDES TOWARD HAPPINESS ECONOMICS AND FELICITATE POLICY IN LITHUANIA AND LATVIA

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**The aim of this research** was to analyse the attitudes toward happiness economics in Lithuania and Latvia. The objective of policy in more than one country at present is the reorientation of society development. Continuous economic extension models are vital in Lithuania and Latvia up to now. There is a lack of scientific articles and researches related to happiness economics and its principles in Lithuania and Latvia. The main facts about happiness economics and felicitate policy are presented in this report.

It might be expected, that some ideas posed in this study will help to implement the new policy approach in many areas of public life. The key goals of felicitate policy are 1) to change the social-economic development indicators, 2) to improve asset and income utilization, and labor relations, 3) to support a happy family, 4) to focus on happy personality formation, 5) to increase satisfaction with the health care system, the quality of state management, and social capital.

**The methodology of the research:** the method was the questionnaire, the respondents' group consisted of 292 adult persons (158 respondents from Lithuania, and 134 respondents from Latvia). The research was conducted at 2013.

**The results of the research** revealed the fact that 34 (11,6% ) respondents from Lithuania and Latvia were familiar with happiness economics and felicitate policy. There was a difference in the Lithuania and Latvia attitudes toward the inclusion of GNH (Gross National Happiness) index in national statistics. Positive attitudes toward investing in



creation of self-actualizing working conditions and reduction in working time were expressed by more than half of participants. Subjective satisfaction with the health care system functioning was expressed by 205 (70,2%) of respondents. Attitudes toward development of happy personality as self-development task were expressed by 179 (61,3%) of respondents. Acceptance of investments in happier families living was expressed by the half of participants. The research revealed rather controversial attitudes toward state management. The main state management evaluation criteria are the GDP (Gross Domestic Product), MMA (Minimum Monthly Wage), average salary, and the growth of pensions. Three-quarters of participants supported the basic felicitate policy ideas in the field of public administration, such as facilitation of preparation to referendum and direct election of heads of government institutions.

**Conclusions:** the analysis of research results uncovered the fact, that the happiness economics concept is known insufficiently by Lithuanian and Latvia adult society members, although in some areas of happiness economics application of its principles would be appreciated.

**Keywords:** happiness economics, felicitate policy, attitudes toward.

**Research type (choose one):** case study.